

Message Text

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ACTION EB-11

INFO OCT-01 ISO-00 DRC-01 RSC-01 SSO-00 SS-15 EUR-25 /054 W

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P 041304Z OCT 73

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC PRIORITY 2120

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FOR ASSISTANT SECRETARY ARMSTRONG FROM CHARGE TANGUY

E.O. 11652: N/A

TAGS: ETRD, NL

SUBJECT: CAB WAIVERS FOR DUTCH TRAVEL PROMOTERS

REF: HAGUE 4217, 4354, 4355, A-188

BILL

1. I WAS DISTURBED TO LEARN FROM USDOC 15517 THAT THE UNDERSTANDING WHICH I THOUGHT WE HAD REACHED WITH USTS ON THE RAPID PROCESSING OF MERITORIOUS REQUESTS FROM THIS POST FOR CAB WAIVERS COVERING THE TRAVEL OF DUTCH TOUR WHOLE-SALERS, TRAVEL MEDIA REPRESENTATIVES AND OTHER PROMOTERS OF TOURIST TRAVEL TO THE US HAS APPARENTLY BROKEN DOWN. WE GATHER FROM THIS MESSAGE THAT THE GEOGRAPHIC FOCUS OF THE CURRENT USTS EFFORT PRECLUDES THE PROCESSING OF OUR REQUESTS FOR CAB WAIVERS EVEN IF WE PROMPTLY SUBMIT FOLLOWUP REPORTS ON PREVIOUS VISITS.

2. I RECOGNIZE THE IMPORTANCE TO USTS OF DEMONSTRABLE SUCCESS IN ITS PROGRAMS IN THE SELECTED TARGET COUNTRIES. AT THE SAME TIME, HOWEVER, IT WOULD SEEM COUNTERPRODUCTIVE TO DEPRIVE TRAVEL PROMOTERS IN OTHER COUNTRIES THE OPPORTUNITY TO TAKE ADVANTAGE OF CAB WAIVERS IN LAYING THE GROUNDWORK FOR A RAPID INCREASE IN TOURIST TRAVEL TO THE UNITED STATES WHICH IS ALREADY SHOWING UP STATISTICALLY IN THE CASE OF THE NETHER-

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LANDS. THIS IS PARTICULARLY TRUE IF WE CONTEMPLATE THE

RESUMPTION OF A USTS PRESENCE IN THIS MARKET IN THE YEARS
IMMEDIATELY AHEAD.

3. THE DUTCH TOUR WHOLESALERS ARE NOW ACTIVELY INTERESTED IN
TRAVEL USA. WE EXPECT OVER A HUNDRED TRAVEL AGENCY EXECUTIVES
AND EMPLOYEES TO BE PRESENT AT OUR TRAVEL USA WORKSHOP IN
AMSTERDAM ON OCTOBER 4. A MINIMUM LEVEL OF USTS SUPPORT
INVOLVING A FEW MANHOURS BUT NO BUDGETARY OUTLAY COULD BRING
HIGHLY SIGNIFICANT RETURN IN BALANCE OF PAYMENTS TERMS; BUT
WE NEED PROMPT AND EFFECTIVE COOPERATION FROM USTS IN THE
MATTER OF CAB WAIVERS AT THIS PARTICULAR JUNCTURE IF THESE
RETURNS ARE TO BE REALIZED IN THE 1974 SUMMER SEASON.
AM EXAMPLE OF THE RESULTS PRODUCED BY SUCH COOPERATION IS
THE ENORMOUSLY SUCCESSFUL TOUR OF ELEVEN DUTCH TRAVEL WRITERS
TO THE SOUTHERN U.S. IN APRIL, 1973 AND REPORTED IN REFAIR.

4. AT THE PRESENT MOMENT WE HAVE TWO REQUESTS OUTSTANDING
FOR CAB WAIVERS (INVOLVING TRAVEL IN EARLY NOVEMBER)
WHICH ARE COVERED IN HAGUE 4217, 4354, AND 4355. IN OUR VIEW
IT WOULD SERIOUSLY DISRUPT THE MOMENTUM OF OUR TRAVEL USA
PROGRAM HERE IF CAB WAIVERS CANNOT BE OBTAINED FOR THESE AND
FUTURE PROMOTIONAL VISITS.
WHILE THE UNITED STATES IS FOR A VARIETY OF REASONS ONE
OF THE MOST ATTRACTIVE DESTINATIONS FOR EUROPEAN TRAVELERS
IN 1974, THERE IS STRONG COMPETITION FROM OTHER DESTINATIONS SUCH
AS NORTH AFRICA, CANADA AND THE CARIBBEAN, TO SAY NOTHING OF THE
TRADITIONAL MEDITERRANEAN VACATION SPOTS. FOR EXAMPLE, KLM HAS
INFORMED US THAT THE LOCAL CANADIAN NATIONAL TOURIST OFFICE HAS
AGREED TO SPLIT THE CBSTs OF A NATIONWIDE ADVERTISING CAMPAIGN
PROMOTING DUTCH TRAVEL TO CANADA. SINCE XPANDED TOURIST TRAVEL
IS LARGELY THE RESULT OF MEDIA AND TRAVEL INDUSTRY EMPHASIS AND
WORD OF MOUTH REPORTS OF ACTUAL TRAVEL EXPERIENCES, IT SEEMS TO
US VITAL THAT WE HIT HARD ON THIS PROGRAM NOW WHEN MONETARY
CONDITIONS ARE SO FAVORABLE. IF USTS IS NOT IN A POSITION, DESPITE
THESE CONSIDERATIONS, TO PROCESS OUR REQUESTS FOR CAB WAIVERS,
WE HOPE THAT EB CAN EXPLORE THE POSSIBILITY OF HANDLING WAIVER
REQUESTS THROUGH OTHER CHANNELS.

5. I WOULD BE GRATEFUL TO YOU FOR OBTAINING IMMEDIATE RECONSIDERATION
OF THE TWO WAIVER REQUESTS IN THE CITED REFTELS AND FOR USTS AND/OR
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EB ASSURANCES THAT MERITORIOUS FUTURE REQUESTS WILL BE PROMPTLY
PROCESSED. REGARDS,
TANGUY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 OCT 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: garlanwa
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973THEHA04408
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731049/aaaabkbz.tel
Line Count: 110
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: HAGUE 4217, 4354, 4355, A-188
Review Action: RELEASED, APPROVED
Review Authority: garlanwa
Review Comment: n/a
Review Content Flags:
Review Date: 19 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19-Sep-2001 by kelleyw0>; APPROVED <20-Nov-2001 by garlanwa>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CAB WAIVERS FOR DUTCH TRAVEL PROMOTERS
TAGS: ETRD, NL
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005